

## FOR IMMEDIATE RELEASE

### Contact

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### **MEDIA ADVISORY**

## **Arizona Department of Education, APS, ClearChannel Outdoor, Childhelp USA, Child Abuse Prevention Arizona and GO Media join forces to raise awareness for child abuse in local schools**

### ***Teachers to view locally produced, award-winning child abuse prevention Video as part of child abuse awareness initiative***

**WHAT:** For the first time, teachers at any school district in Arizona will view "Abused Kids: See It! Stop It!" as Arizona Department of Education, APS, ClearChannel Outdoor, Childhelp USA, Child Abuse Prevention Arizona (CAPA) and GO Media announce their recent partnership to provide as many school districts as possible throughout Arizona with the proper tools to recognize child abuse in the classroom and properly report any suspected abuse to the appropriate authorities.

"Abused Kids: See it! Stop it!" provides an in-depth look at child abuse and how to recognize the signs and symptoms of an abused child and the necessary steps to take in reporting the case and getting that child help.

Through the generosity of APS, 100 school districts throughout the state will receive a copy of the video to help teachers better understand the signs of abuse and the guidelines to follow when reporting and incident.

ClearChannel Outdoor will provide four billboards that will be located throughout the Valley with phone numbers and website for people to call and visit for more information on child abuse statistics and information. The phone number is 1-800-784-KIDS and the Childhelp USA number, 1-800-4-A-CHILD, and the website is [www.seeitstopit.com](http://www.seeitstopit.com).

**WHO:** Superintendent Tom Horne, Bill Post of APS, Paul Meyer of ClearChannel Outdoor and Mark Stanley of Child Abuse Prevention Arizona, Childhelp USA and GO Media President Gregg Ostro

**WHEN:** May 12, 2004  
3:30 p.m.

**WHERE:** Meyer Elementary School  
2615 S. Dorsey Lane  
Tempe, AZ 85282

**WHY:** Children who are affected by physical, verbal mental or sexual abuse also suffer in their educational experience. School-age children suffering unnecessary stress and anguish inflicted on them is a growing problem in Arizona and one that should be recognized and prevented. It is the mission of all entities involved in this project to provide all of Arizona's children with the school experience they deserve.

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**NOTE:** One on one interviews with all parties involved in this initiative will be available after the news conference. Meyer Elementary also will make available for comment its principal, school nurse, school psychologist, school counselors, and teachers.